



U.S. Army 2005 MWR Leisure Needs Survey



**Area IV - Daegu
Korea**

CALIBER
an ICF Consulting Company

BRIEFING OUTLINE

Area IV - Daegu

I LEISURE NEEDS SURVEY

- Project Overview
- Methodology
- Patron Sample
- Products

I SURVEY RESULTS

- MWR Programs and Facilities
- Army Community Service
- Child and Youth Services
- Better Opportunities for Single Soldiers
- Leisure Activities
- Deployment and MWR
- Career Intentions

I NEXT STEPS

PROJECT OVERVIEW

Area IV - Daegu

MWR STRATEGIC BUSINESS PLANNING MODEL

COMPONENTS

Analyzing and forecasting the external environment

Analyzing programs and markets

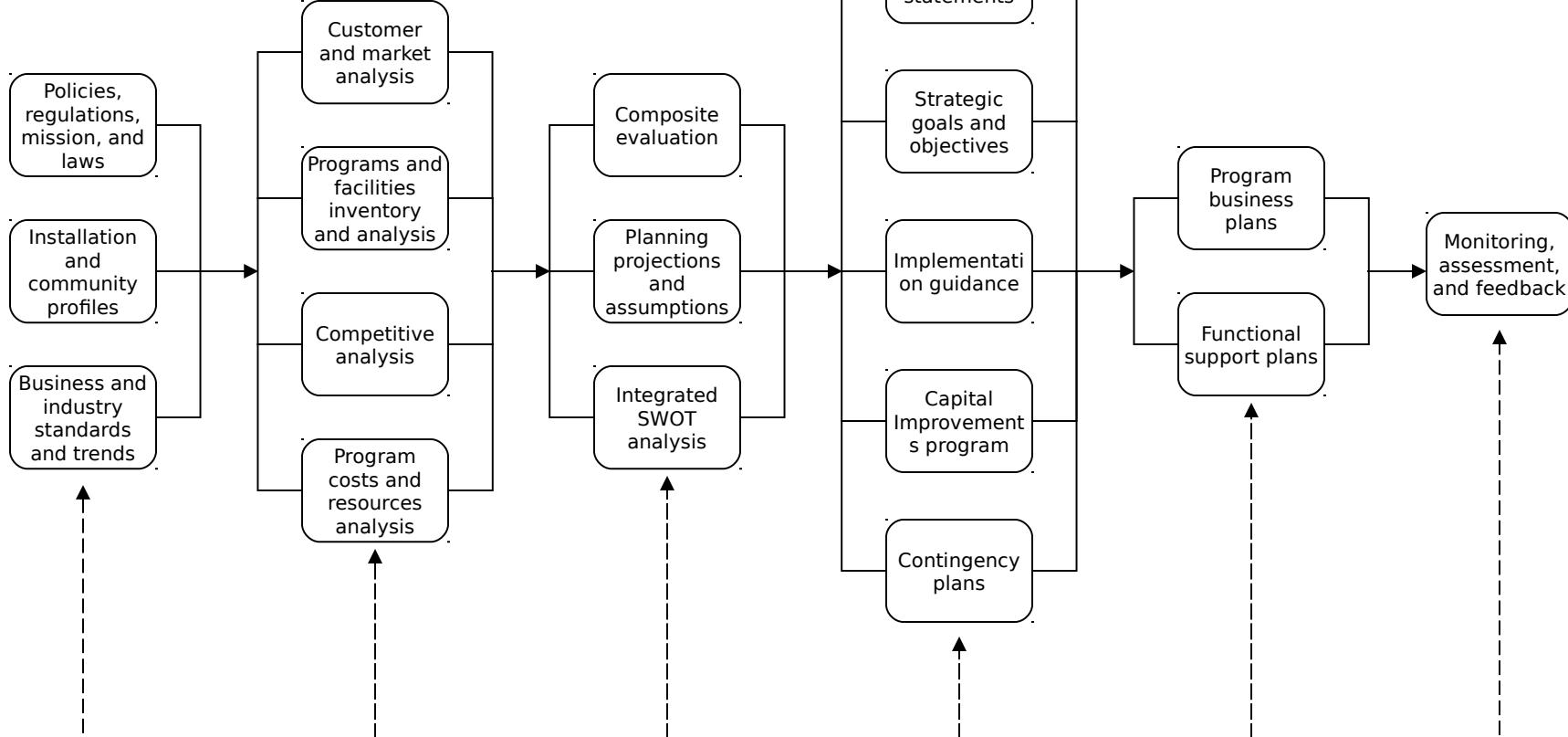
Developing alternatives

Formulating the strategic business plan

Formulating operational business plans

Monitoring and evaluating plan implementation

ELEMENTS



METHODOLOGY

Area IV - Daegu

I PROJECT SCOPE

- 92 sites were surveyed in 2005
 - Northeast (21 sites)
 - Northwest (10 sites)
 - Southeast (13 sites)
 - Southwest (14 sites)
 - Europe (20 sites)
 - Korea (9 sites)
 - Pacific (5 sites)
- 249,555 surveys were distributed throughout the Army to four patron groups:
 - Active Duty Soldiers
 - Spouses of Active Duty Soldiers (CONUS only)
 - DA Civilians
 - Retirees (CONUS only)
- 1,441 surveys were distributed at Area IV - Daegu



I SURVEY ADMINISTRATION

- Designed to collect information on installation MWR programs and facilities as well as the leisure activities of your potential market
- 65 multiple choice questions; 7 questions were tailored to your specific installation issues

METHODOLOGY

Area IV - Daegu

□ **SURVEY ADMINISTRATION (Continued)**

- Active Duty and DA Civilian surveys distributed by installation POCs
- Spouses of Active Duty and Retiree surveys direct mailed to home addresses (CONUS only)
- Web survey option offered for the first time to all respondents

METHODOLOGY

Area IV - Daegu

I SURVEY SAMPLE

- Four population segments
 - Active Duty
 - Spouses of Active Duty (CONUS only)
 - Civilian Employees
 - Retirees (CONUS only)
- Response Rates and Confidence Intervals for each patron group and overall sample

	<u>Survey Population</u>	<u>Surveys Distributed</u>	<u>Surveys Returned</u>	<u>Response Rate</u> *	<u>Confidence Interval</u> **
Army:					
Survey Totals	1,212,240	249,555	50,651	20.91%	±.43%
Area IV - Daegu:					
Active Duty	1,209	998	169	16.93%	±6.99%
Spouses of Active Duty	N/A	N/A	N/A	N/A	N/A
Civilian Employees	716	443	85	19.19%	±9.98%
Retirees	N/A	N/A	N/A	N/A	N/A
Total	1,925	1,441	254	17.63%	±5.73%

* Response rate is calculated by dividing the number of surveys returned by the number of surveys distributed. It should be noted that low response rates (i.e., less than 20%) increase the chance that one or more subgroups (e.g., for active duty patron group, E1-E4 is a subgroup) may be over- or under-represented. Any patron groups with fewer than 15 survey respondents do not have their data reported to protect privacy and ensure representativeness.

**A confidence interval for a sample mean tells us the range in which we are likely to find the true population mean: Assume 300 surveys were returned for an active duty patron group of 1,350. 52% responded that they used the gym in the last year. The 95% confidence interval for this case would be ±5%. Thus there is a 95% chance that the TOTAL number of active duty at this installation who used the gym last year is between 47% and 57%. We can be 95% confident that between 634 and 770 active duty used the gym.

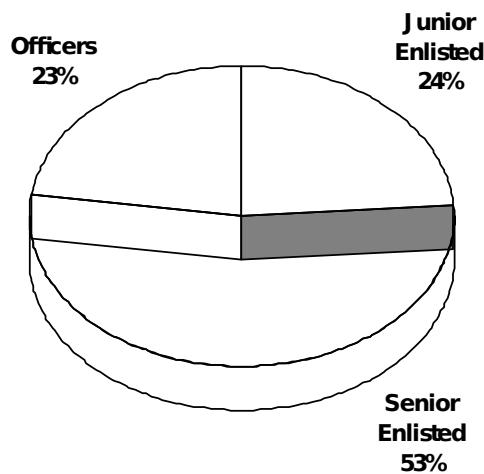
PATRON SAMPLE*

Area IV - Daegu

RESPONDENT POPULATION SEGMENTS

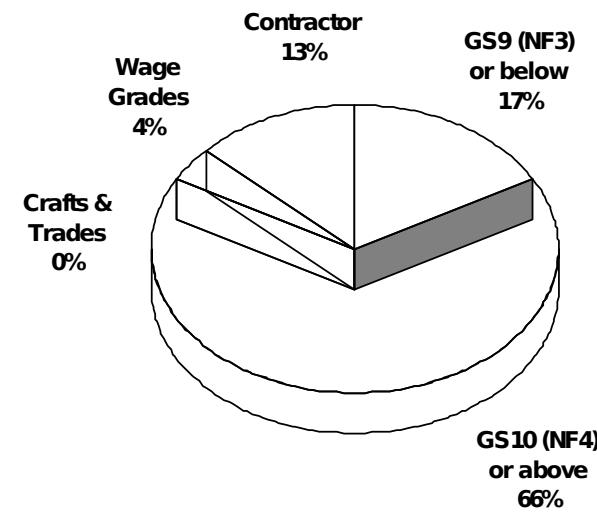
ACTIVE DUTY

(n = 157)



CIVILIANS

(n = 77)



*The n provided for each patron group is equal to the number of respondents who provided their rank or paygrade.

PRODUCTS

Area IV - Daegu

I **PRODUCTS**

- Comprehensive installation report of survey data in electronic form
- SPSS data file provided to installation representatives for further analyses, if desired
- Installation level briefing of findings
- IMA and Army level roll-up reports and briefings

I **PRODUCT DISTRIBUTION**

- All products provided on CD
- CD distribution to installation MWR Directors, IMA Headquarters, and U.S. Army Community and Family Support Center

MWR PROGRAMS & FACILITIES: USAGE AT AREA IV - DAEGU

Area IV - Daegu

MOST FREQUENTLY USED FACILITIES

Fitness Center/Gymnasium	83%
Bowling Food & Beverage	68%
Bowling Center	62%
Library	61%
Athletic Fields	58%

LEAST FREQUENTLY USED FACILITIES

Child Development Center	9%
School Age Services	10%
Youth Center	10%
Bowling Pro Shop	14%
Arts & Crafts Center	18%

MWR PROGRAMS & FACILITIES: SATISFACTION AT AREA IV - DAEGU*

Area IV - Daegu

FACILITIES WITH HIGHEST SATISFACTION RATINGS*

Army Lodging	4.30
Youth Center	4.28
Library	4.23
BOSS	4.14
Child Development Center	4.09

FACILITIES WITH LOWEST SATISFACTION RATINGS*

Arts & Crafts Center	3.34
Bowling Pro Shop	3.49
Athletic Fields	3.64
Outdoor Recreation Center	3.64
School Age Services	3.73

*Programs and facilities were rated on a 5 point scale: 5 = Very Satisfied and 1 = Very Dissatisfied

MWR PROGRAMS & FACILITIES: QUALITY AT AREA IV - DAEGU*

Area IV - Daegu

FACILITIES WITH HIGHEST QUALITY RATINGS*

Army Lodging	4.28
Child Development Center	4.19
Library	4.19
Youth Center	4.12
BOSS	4.04

FACILITIES WITH LOWEST QUALITY RATINGS*

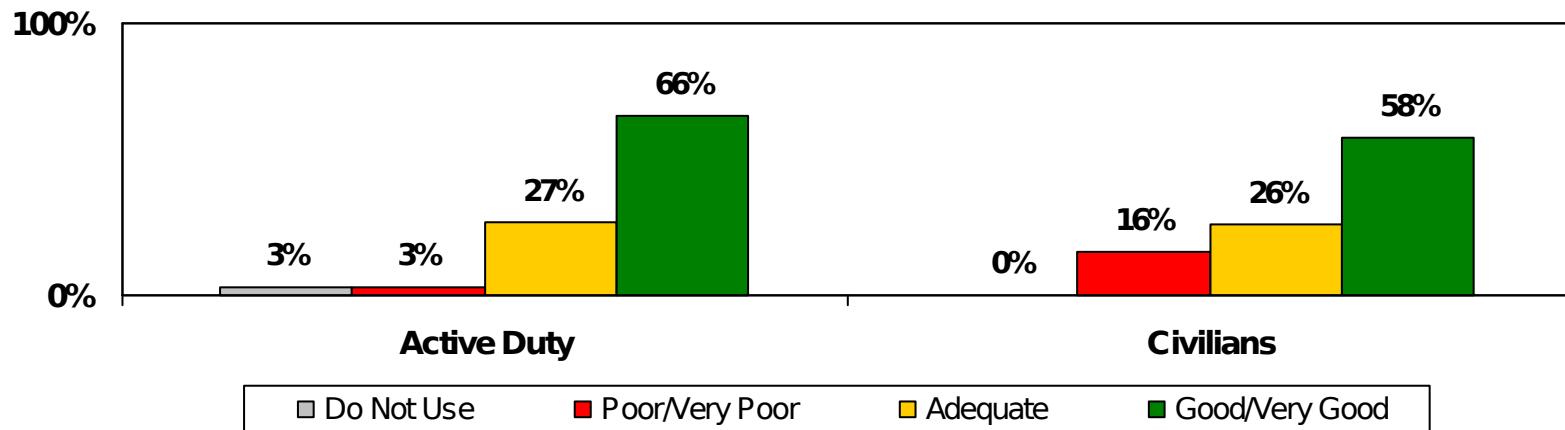
Arts & Crafts Center	3.40
Multipurpose Sports/Tennis Courts	3.48
Bowling Pro Shop	3.48
Athletic Fields	3.51
Automotive Skills	3.52

*Programs and facilities were rated on a 5 point scale: 5 = Very Good and 1 = Very Poor. These ratings are an average of three quality scores: Building/Facility/Space, Equipment/Furnishings, and Personnel.

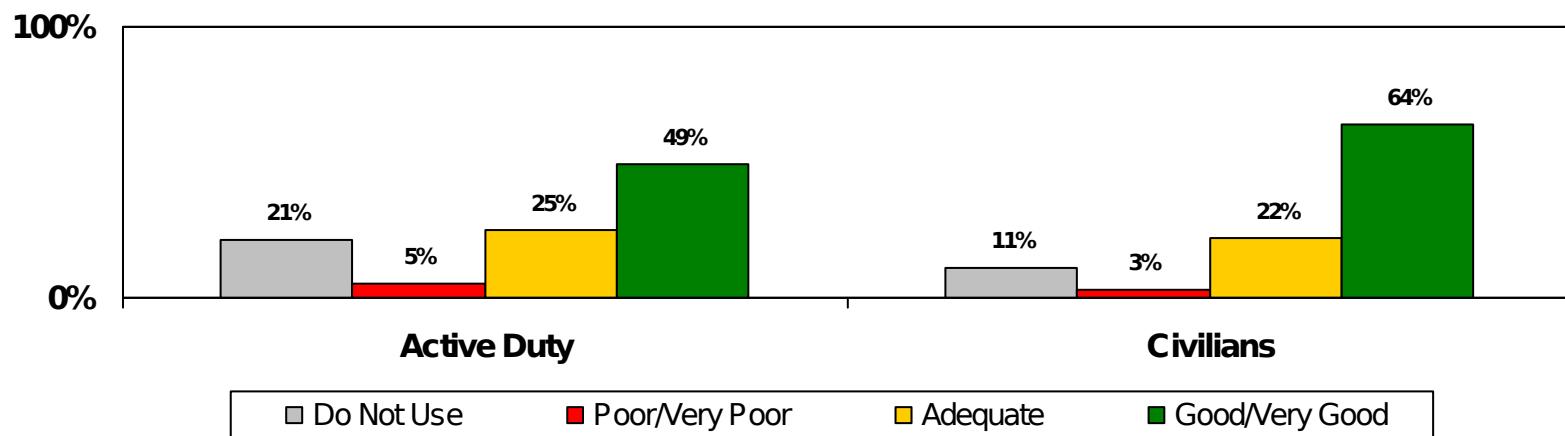
MWR PROGRAMS & FACILITIES: FOOD AND BEVERAGE SERVICES QUALITY

Area IV - Daegu

Quality of On-Post Services



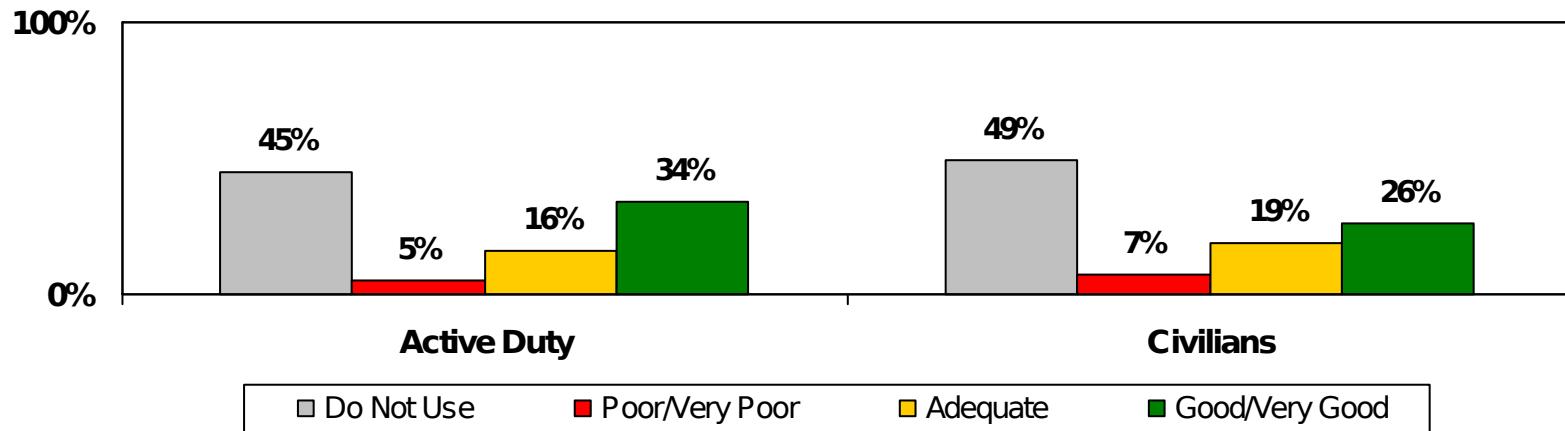
Quality of Off-Post Services



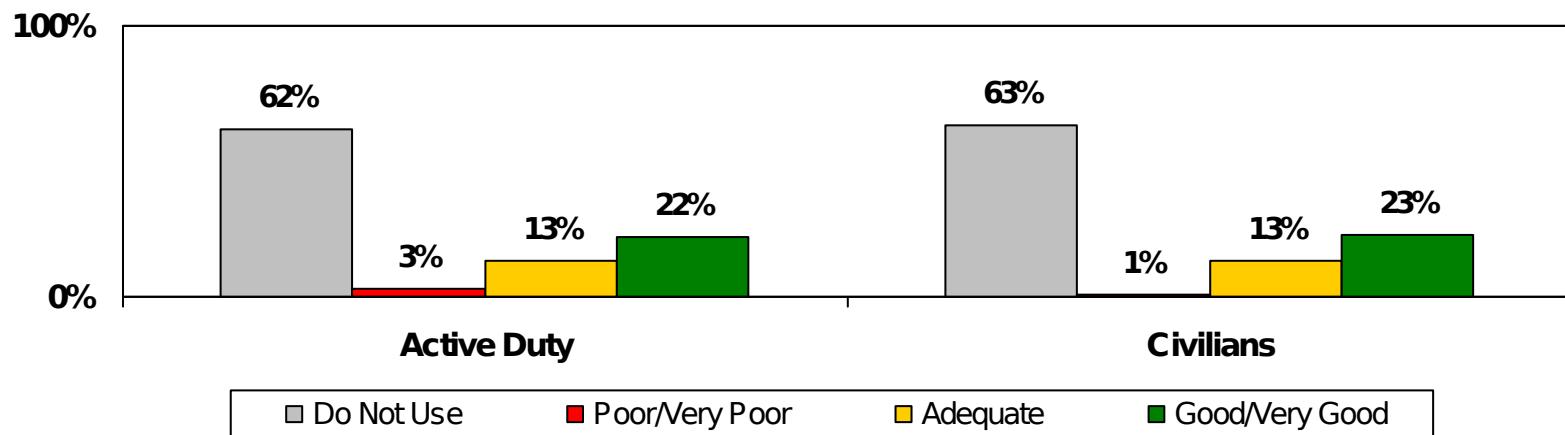
MWR PROGRAMS & FACILITIES: CATERING SERVICES QUALITY

Area IV - Daegu

Quality of On-Post Services



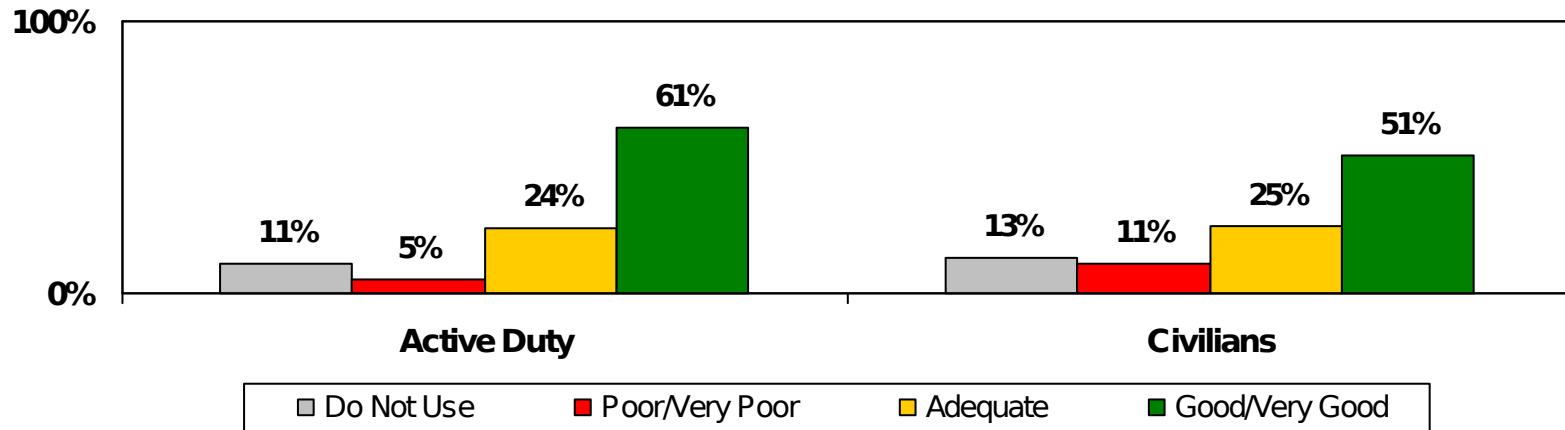
Quality of Off-Post Services



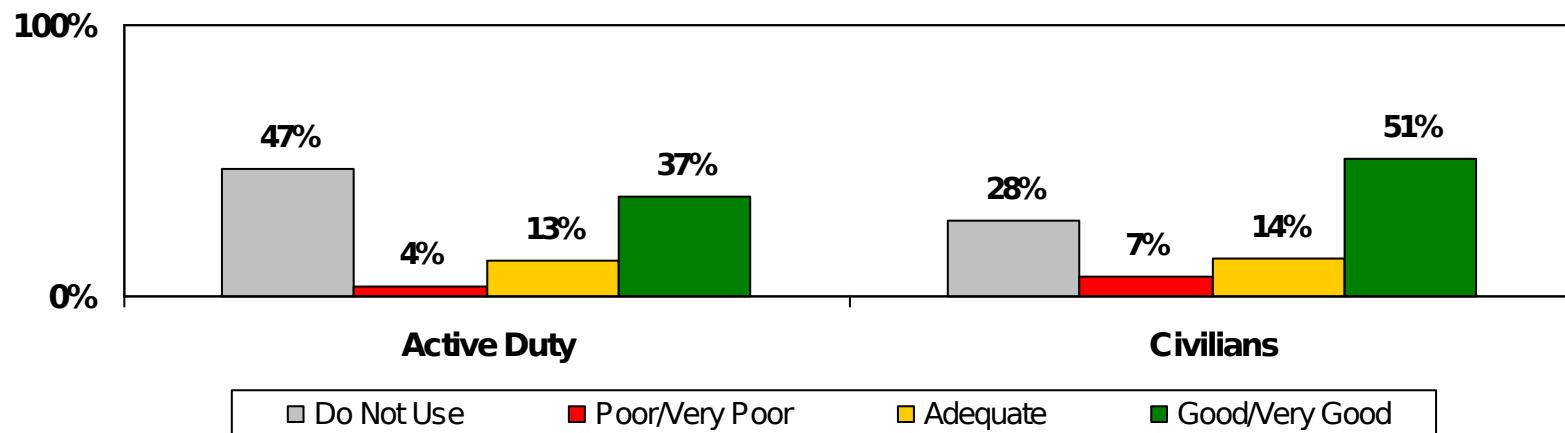
MWR PROGRAMS & FACILITIES: ENTERTAINMENT SERVICES QUALITY

Area IV - Daegu

Quality of On-Post Services

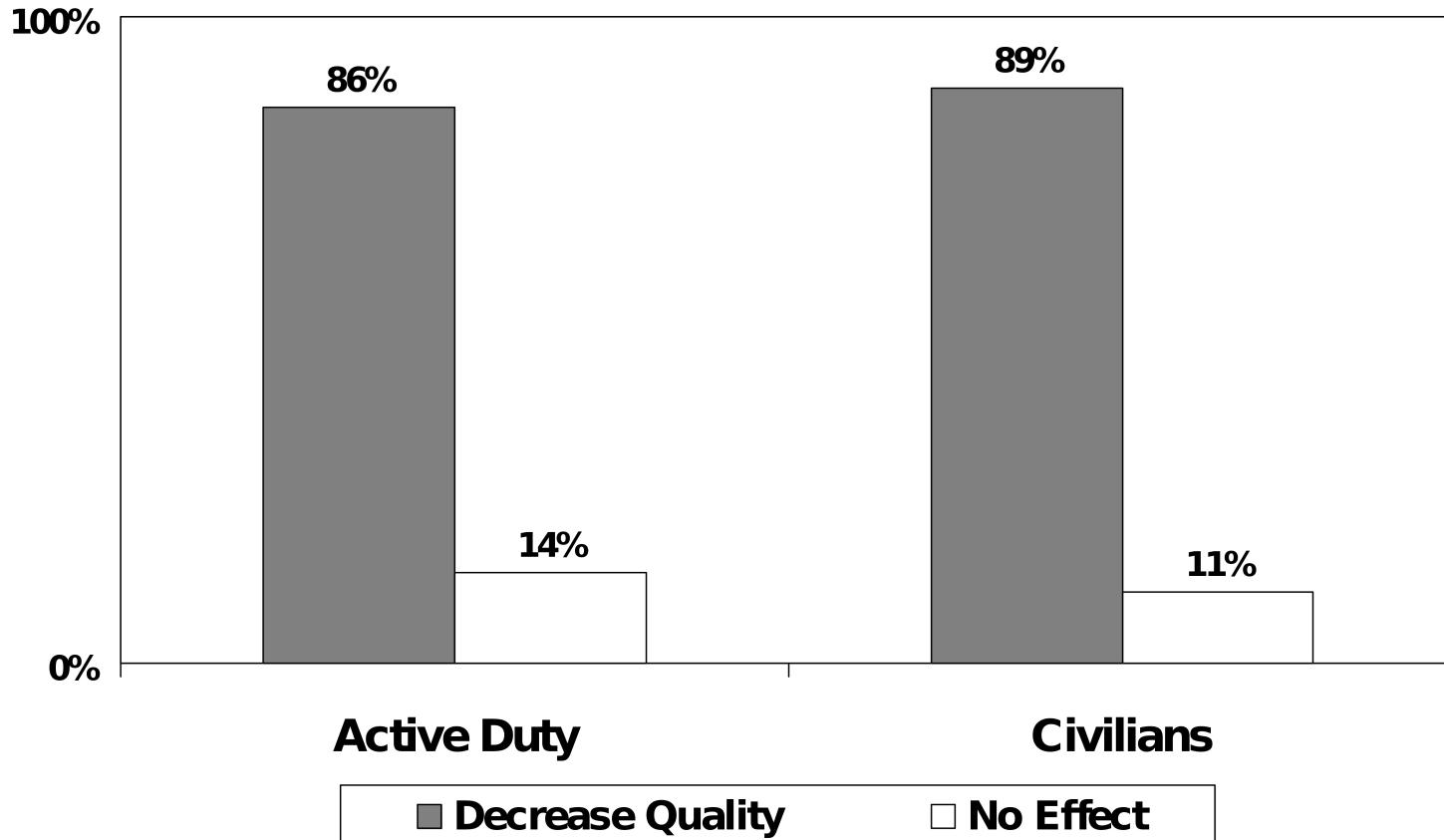


Quality of Off-Post Services



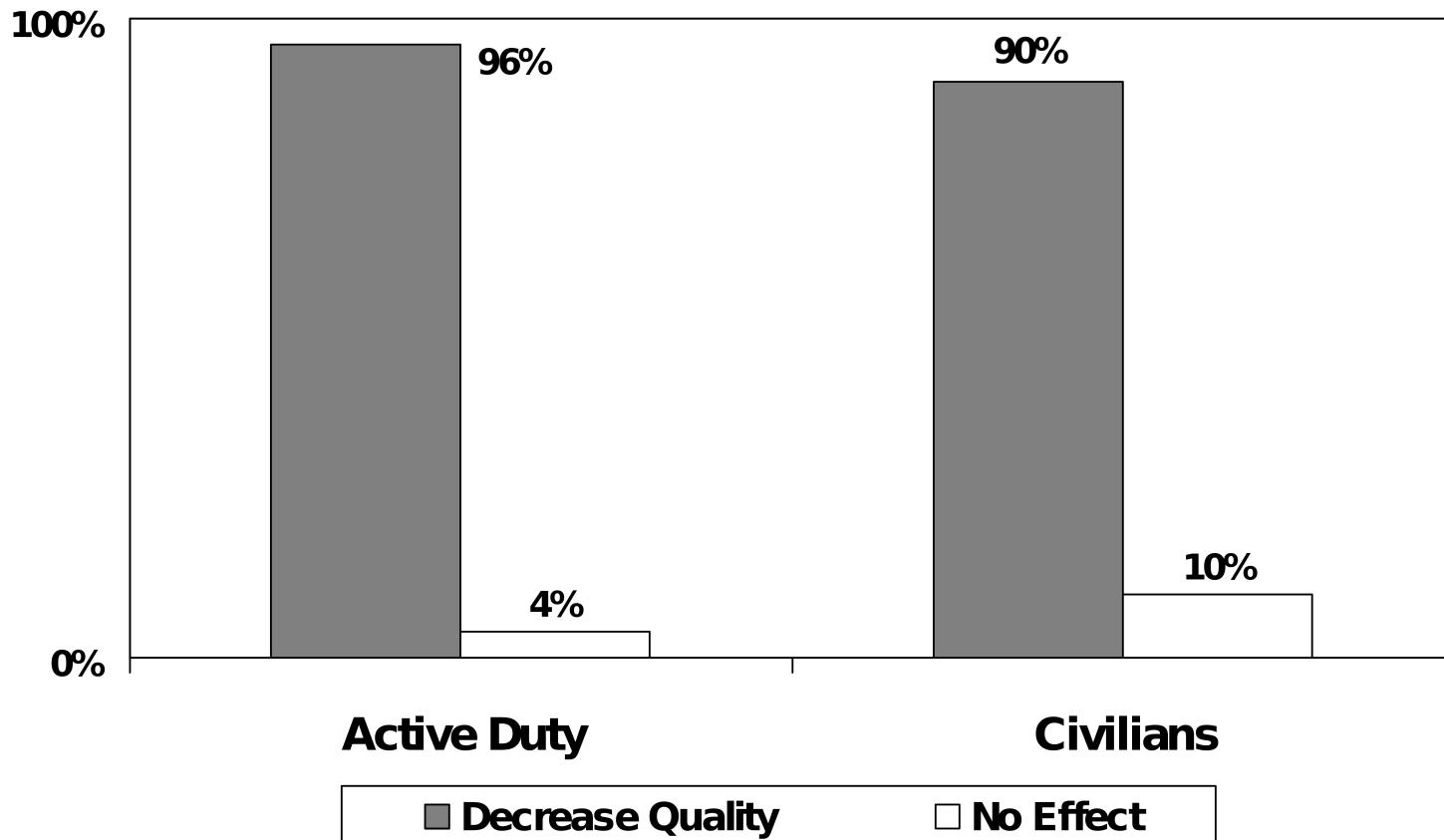
MWR PROGRAMS & FACILITIES: CLUB PROGRAM ELIMINATION EFFECT ON ARMY QOL

Area IV - Daegu



MWR PROGRAMS & FACILITIES: RECREATION PROGRAM ELIMINATION EFFECT ON ARMY QOL

Area IV - Daegu



MWR PROGRAMS & SERVICES: MOST AND LEAST IMPORTANT ACTIVITIES/PROGRAMS

Area IV - Daegu

Top 7 Activities/Programs

Fitness Center/Gymnasium	82%
Army Lodging	67%
Library	62%
Swimming Pool	50%
Athletic Fields	50%
Bowling Center	49%
Youth Center	45%

Respondents were asked to select the 7 most important and 7 least important activities and programs offered on an Army installation.

RV Park	80%
Cabins & Campgrounds	55%
Golf Course Pro Shop	53%
Arts & Crafts Center	51%
Golf Course Food & Beverage	46%
Car Wash	44%
Golf Course	43%

Bottom 7 Activities/Programs

MWR PROGRAMS & SERVICES: SOURCES OF INFORMATION*

Area IV - Daegu

WHERE DO YOU GET INFORMATION?	ACTIVE DUTY	CIVILIANS	TOTAL
Internet	25%	15%	21%
E-mail	46%	42%	45%
Friends and neighbors	52%	49%	51%
Family Readiness Groups (FRGs)	3%	5%	4%
Bulletin boards on post	61%	42%	54%
Post newspaper	43%	34%	40%
MWR publications	56%	59%	57%
Radio	47%	51%	48%
Television	36%	48%	40%
My child(ren) let(s) me know	8%	12%	10%
Other unit members or co-workers	37%	40%	38%
Unit or post commander or supervisor	24%	12%	20%
Marquees/billboards	27%	45%	33%
Flyers	48%	51%	49%
Other	4%	8%	6%
I never hear anything	3%	0%	2%

*The top 3 sources of MWR information are shaded for each patron group and the total population.

MWR PROGRAMS/SERVICES: GENERATE FEELING THAT THE ARMY CARES ABOUT ITS PEOPLE*

Area IV - Daegu

MWR PROGRAM/SERVICE	ACTIVE DUTY
Army Child and Youth Services	73%
Better Opportunities for Single Soldiers	56%
Army Community Service	61%
MWR Programs and Services	88%

* Positive = moderate, great or very great extent

ARMY COMMUNITY SERVICE: AWARENESS AND BENEFIT - ACTIVE DUTY

Area IV - Daegu

ACS PROGRAMS	AWARENESS	BENEFICIAL*	NOT BENEFICIAL*
Information and Referral	61%	87%	13%
Outreach programs	44%	72%	28%
Family Readiness Groups	59%	76%	24%
Relocation Readiness Program	67%	88%	12%
Family Advocacy Program	67%	76%	24%
Crisis intervention	51%	79%	21%
Money management classes, budgeting assistance	68%	82%	18%
Financial counseling, including tax assistance	68%	87%	13%
Consumer information	36%	77%	23%
Employment Readiness Program	49%	76%	24%
Foster child care	27%	80%	20%
Exceptional Family Member Program	55%	74%	26%
Army Family Team Building	54%	65%	35%
Army Family Action Plan	51%	64%	36%

* Percentage of Active Duty users

ARMY COMMUNITY SERVICE: POSITIVE IMPACTS ON ACTIVE DUTY

Area IV - Daegu

POSITIVE* ACS IMPACTS	ACTIVE DUTY
Satisfaction with my job	45%
Personal job performance/readiness	43%
Unit cohesion and teamwork	55%
Unit readiness	61%
Relationship with my spouse	45%
Relationship with my children	47%
My family's adjustment to Army life	47%
Family preparedness for deployments	59%
Ability to manage my finances	39%
Feeling that I am part of the military community	54%

* Positive = moderate, great or very great extent

CHILD AND YOUTH SERVICES: POSITIVE IMPACTS ON ACTIVE DUTY

Area IV - Daegu

POSITIVE* CYS IMPACTS	ACTIVE DUTY
Helps minimize lost duty/work time due to lack of child care/youth sponsorship options	85%
Helps minimize lost duty/work time due to lack of child care/youth services	81%
Plays a role in influencing my decision/my spouse's decision to remain in the Army	59%
Allows me to work outside my home	75%
Allows me to work at home	73%
Offers me an employment opportunity within the CYS program	57%
Allows me/my spouse to better concentrate on my/our job(s)	73%
Provides positive growth and development opportunities for my children	90%

* Positive = moderate, great or very great extent

BETTER OPPORTUNITIES FOR SINGLE SOLDIERS (BOSS):

POSITIVE IMPACTS ON ACTIVE DUTY

Area IV - Daegu

POSITIVE* BOSS IMPACTS	ACTIVE DUTY
Satisfaction with my job	38%
Personal job performance/readiness	45%
Unit cohesion and teamwork	55%
Unit readiness	46%
Ability to manage my finances	44%
Feeling that I am part of the military community	48%
Relationship with my children (single parents)	44%
My family's adjustment to Army life (single parents)	48%
Family preparedness for deployments (single parents)	46%

* Positive = moderate, great or very great extent

LEISURE ACTIVITIES: PREFERENCES OVERALL AND BY PATRON GROUP

Area IV - Daegu

Top 10 Leisure Activities for All Respondents

Entertaining guests at home	59%
Night clubs/lounges	57%
Internet access/applications (home)	56%
Reading	56%
Happy hour/social hour	48%
Internet access (library)	44%
Multi-media (videos,DVDs, CDs)	43%
Watching TV, videos, and DVDs	41%
Reference/research services	40%
Study/self development	37%

Top 5 for Active Duty

Internet access/applications (home)	57%
Night clubs/lounges	57%
Reading	56%
Entertaining guests at home	53%
Internet access (library)	46%

Top 5 for Civilians

Entertaining guests at home	70%
Reading	56%
Night clubs/lounges	56%
Internet access/applications (home)	56%
Watching TV, videotapes, and DVDs	55%

LEISURE ACTIVITIES: PREFERENCES BY ACTIVITY CATEGORY

Area IV - Daegu

Team Sports	
Basketball	20%
Softball	17%
Volleyball	15%
Soccer	14%
Touch/flag football	13%

Sports and Fitness	
Weight/strength training	28%
Walking	27%
Running/jogging	26%
Cardiovascular equipment	25%
Lap swimming	24%

Outdoor Recreation	
Going to beaches/lakes	29%
Picnicking	24%
Camping/hiking/backpacking	21%
Bicycle riding/mountain biking	20%
Fishing	11%

Entertainment	
Watching TV, videotapes, and DVDs	41%
Going to movie theatres	29%
Live entertainment	26%
Plays/shows/concerts	25%
Festivals/events	25%

Social	
Entertaining guests at home	59%
Night clubs/lounges	57%
Happy hour/social hour	48%
Dancing	37%
Specially arranged shopping trips	35%

Special Interests	
Internet access/applications (home)	56%
Automotive maintenance & repair	26%
Digital photography	23%
Automotive detailing/washing	22%
Computer games	21%

LEISURE ACTIVITIES: MARKET SHARE OF ACTIVITY PREFERENCES ON POST*

Area IV - Daegu

ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	OVERALL PARTICIPATION
Reading	56%	N/A	56%
Internet access (library)	44%	N/A	44%
Multi-media (videos, DVDs, CDs)	43%	N/A	43%
Reference/research services	40%	N/A	40%
Study/self development	37%	N/A	37%
Happy hour/social hour	34%	15%	48%
Watching TV, videotapes, and DVDs	27%	14%	41%

*Top 7 leisure activity preferences ranked by on-post participation.

LEISURE ACTIVITIES: MARKET SHARE OF SPECIAL INTEREST ACTIVITY PREFERENCES BY LOCATION*

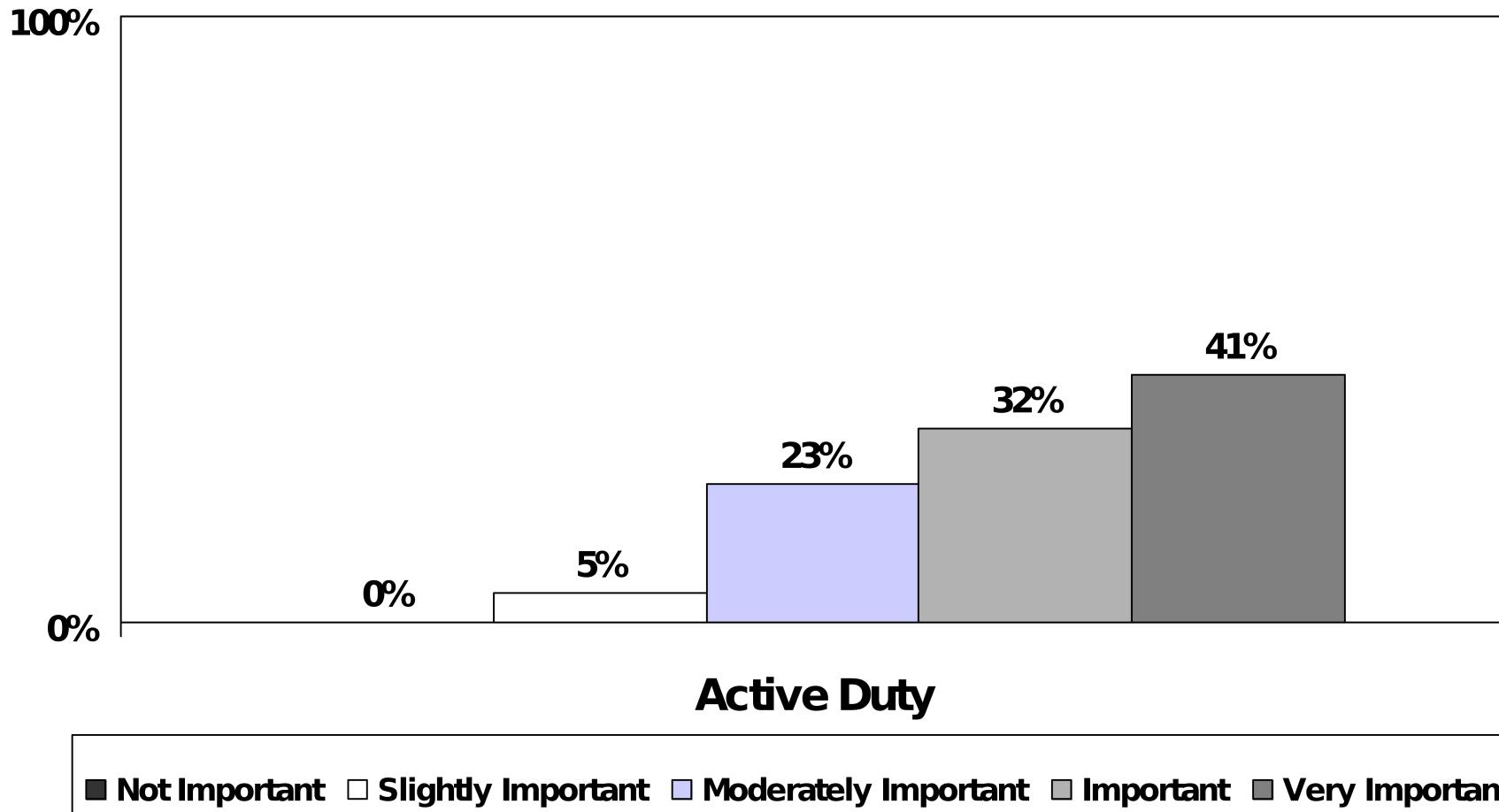
Area IV - Daegu

ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	PARTICIPATED PRIMARILY AT HOME	OVERALL PARTICIPATION
Internet access/applications (home)	15%	4%	38%	56%
Automotive maintenance & repair	16%	6%	3%	26%
Digital photography	3%	10%	10%	23%
Automotive detailing/washing	12%	6%	3%	22%
Computer Games	4%	3%	15%	21%
Trips/touring	2%	11%	0%	13%
Gardening	2%	2%	7%	10%

*Top 7 special interest activity preferences ranked by overall participation.

DEPLOYMENT AND MWR: IMPORTANCE OF ACCESS TO MWR DURING DEPLOYMENT

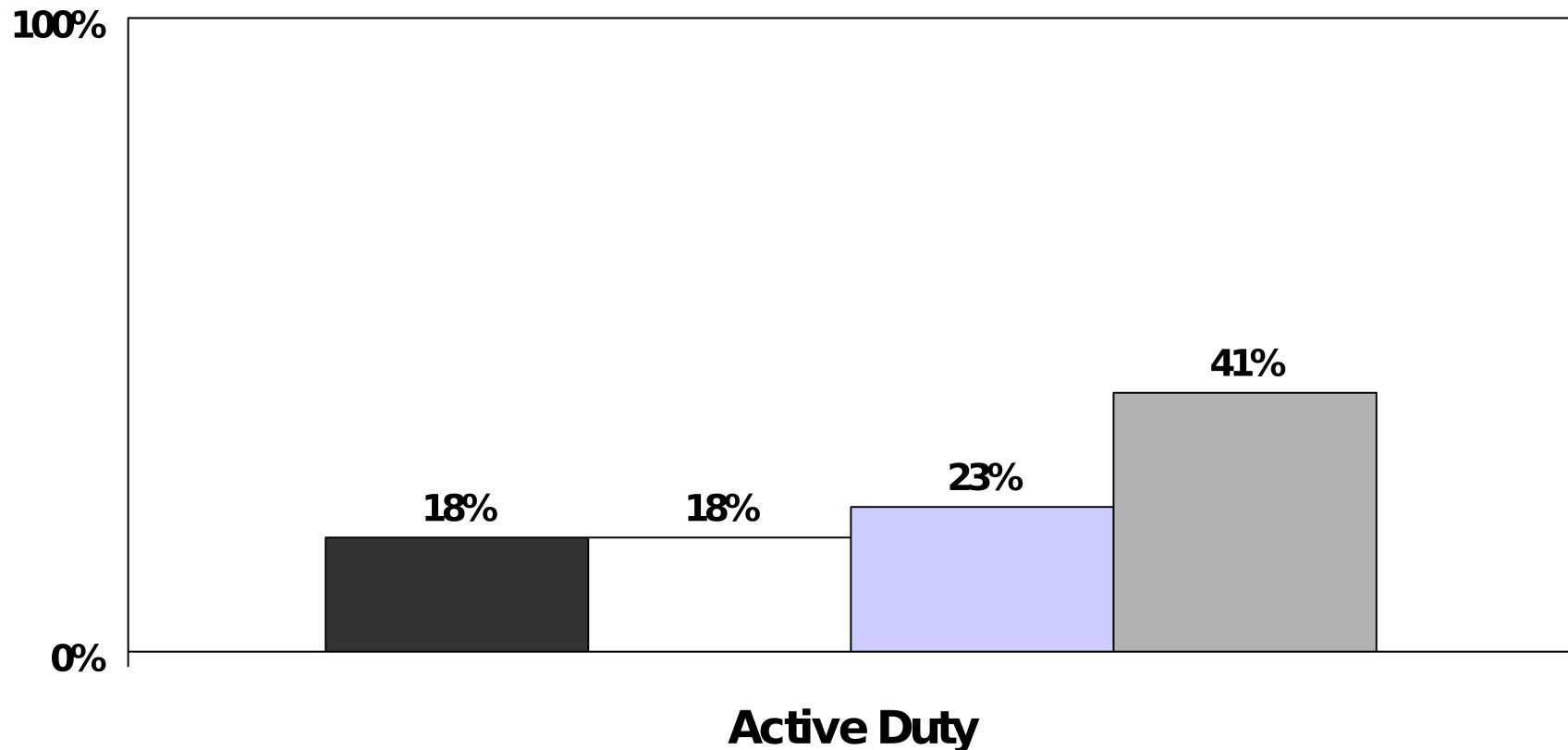
Area IV - Daegu



DEPLOYMENT AND MWR: USE OF MWR DURING DEPLOYMENT IN THEATER OR AT HOME

INSTALLATION

Area IV - Daegu



■ Did Not Use □ Less Than Once Per Month □ 1-3 Times Per Month □ 4 or More Times Per Month

CAREER INTENTIONS: ACTIVE DUTY

Area IV - Daegu

Current Plans About Making the Military Your Career	ACTIVE DUTY
Definitely will not make military a career	10%
Probably will not make military a career	7%
Undecided	15%
Probably will make military a career	14%
Definitely will make military a career	54%

NEXT STEPS

Area IV - Daegu

□ **INSTALLATION REPORTS**

- Review information on 91 leisure activities and up to 40 MWR facilities
- Share with Commander and program managers

□ **DATA APPLICATIONS**

- Action planning for program change and enhancement
- Strategic business planning
- Five year program planning
- Priorities for Project Validation Assessments
- Follow-up focus groups on items of interest or for clarification of findings
- Input into the Installation Status Report (ISR)